



# Analyzing Your Company For Profit

**February 22-23, 2012**

**3 CRB Course Credits, 12 CE Elective Credits (Hawaii)**

**Hale Koa Hotel, Laulima Rooms**

**8:00 a.m. Check-in, 8:30 a.m. - 5:00 p.m. Course**

**Drexanne Evers, Instructor**

Understanding your company's financials is VITAL for measuring profitability and growth, for creating an annual budget and making long-term plans. Do you know which financial statements you need to review and how you should you analyze them? When your profit margin is not where it needs to be, do you know what you need to do to turn things around? Do you know EXACTLY what your company is worth today?

This advanced level, two-day workshop is like a bringing a financial consultant to your company! Using case studies of current real estate brokerage firms, you will learn methods and processes for analyzing your company's financial operations and determining the value of your business. You'll gain practical understanding of the relationship between gross commission income, variable expenses, fixed expenses, and profit. You'll learn how to identify problems that block profit and how to develop specific solutions through exercises, brainstorming and discussion.

Attend this course and you'll gain an advanced understanding of income and expenses, and NEW ideas on how to make your company more profitable!

- Uncover the reasons why your company may be struggling to make a profit.
- Develop possible solutions for each type of profit blocking problem.
- Choose the correct line item expense maximum standards for your company.
- Calculate the financial risk analysis ratios to analyze the financial trends and health of your business.
- Study best practices for paying compensation to sales associates.
- Forecast income and budget expenses for the next full year to guarantee a profit.
- List components that will add value to your company.

Whether you are preparing to sell your business or simply want to better understand your company's financial position, this course is for you!



Course includes continental breakfast and lunch. For more information on the CRB designation, go to [www.CRB.com](http://www.CRB.com). \*A CRB Audit is one who already has obtained their CRB.

| Tuition Fees: | CRB Candidate   | Non Member      | *CRB Designee Audit |
|---------------|-----------------|-----------------|---------------------|
|               | <b>\$500.00</b> | <b>\$550.00</b> | <b>\$350.00</b>     |

Registration for: CRB Analyzing Your Company • Partial refunds if received by the cancellation deadline: Feb. 9, 2012

Name: \_\_\_\_\_ Name for Badge: \_\_\_\_\_

Company: \_\_\_\_\_ Designations: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Note: information provided above will be included in the class roster and distributed to students.

Charge:  VISA  MC Payment amount: \$ \_\_\_\_\_  Add \$10 for CE credits

CC# \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Exp. \_\_\_\_/\_\_\_\_

Name on Card: \_\_\_\_\_ CVC # \_\_\_\_\_ R.E. License # \_\_\_\_\_  
(3 digits on backside of card.)

Authorized Signature: \_\_\_\_\_

Your charge will be processed by the Hawaii Association of REALTORS.

Fax to: (808) 737-4977 • (808) 733-7060, ext. 105 or 103

Mail & make checks payable to: Hawaii CRB Chapter

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Hawaii CRB Chapter: [www.HawaiiCRB.com](http://www.HawaiiCRB.com)

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## About the Instructor

### **Drexanne Evers, ABR, CRB**

Clarksville, Ohio  
CRB Master Instructor  
Drexanne Evers International

Drexanne Evers is a real estate consultant who provides complete audits of real estate brokerage firms and suggests possible changes within the company to increase efficiency and productivity, with increased profitability as the ultimate goal. REALTOR® Evers is responsible for analyzing and evaluating all of a firm's functions and financial matters to help increase the bottom line. She is a well known lecturer on real estate topics and has spoken at many conventions. Drexanne holds an MBA degree from Xavier University in Cincinnati.

Ms. Evers has been an Ohio real estate broker for 25 years. She began her multi-faceted real estate career as a sales associate. She then moved on to become a sales trainer for two large Cincinnati real estate firms and then became a sales manager of a branch office. In one calendar year, Drexanne's branch office went from 18 salespeople to 53 salespeople. She was then promoted to Senior Vice President with the Sibcy Cline Company, a 20-office real estate firm in Cincinnati, where she was in charge of recruiting, training, marketing and personnel.

REALTOR® Evers is a past president of the Warren County, Ohio Board of REALTORS® and a former REALTOR® Of The Year. She is a Master Instructor with the Council of Real Estate Brokerage Managers, teaching real estate management subjects internationally. Drexanne is past president of the Council of Real Estate Brokerage Managers. She owns her own consulting firm, Drexanne Evers International.

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## **Who should take this course?**

**Managers, brokers, owners and anyone responsible for the company's financial success.**

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### **Course Location:**

**Hale Koa Hotel**

Laulima Rooms

2055 Kalia Road

Honolulu, Hawaii 96815-1998

Reservations: (808) 955-0555

Special rates available - Let reservations know that you are with the Hawaii CRB Chapter